

MAY 22 2007

Attorney Docket 01376
U.S. Application No. 10/039,062 Examiner Reilly Art Unit 2153
Response to November 4, 2005 Office Action

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Matz

Group Art Unit: 2153

Application No.: 10/039,062

Examiner: Reilly, Sean

Filed: December 31, 2001

Title: "Methods and System for Targeted Content Distribution Using Tagged Data Streams"

**AMENDMENT & RESPONSE TO
NOVEMBER 4, 2005 OFFICE ACTION**

The Assignee respectfully requests entry of the following amendment and remarks in response to the office action mailed November 4, 2005. The Assignee respectfully submits that the pending claims distinguish over the document to *Kramer*.